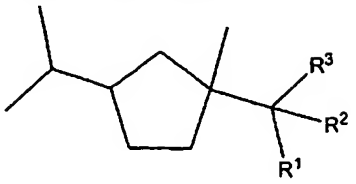
Claims

1. The use of a compound of the formula I as fragrance,



I

wherein

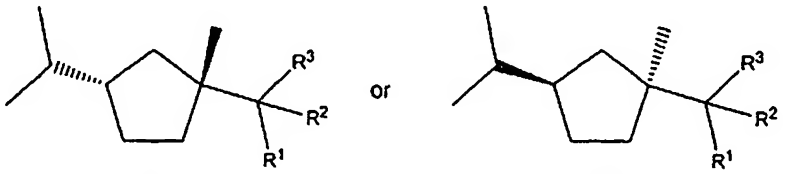
$R^1$ is hydrogen; or

$R^1$ and $R^2$ are independently $C_{2-8}$ alkyl, $C_{2-8}$ alkenyl, $C_{3-8}$ cycloalkyl, $C_{3-8}$ cycloalkyl substituted with at least one $C_{1-3}$ alkyl, aryl, or aryl group substituted with at least one $C_{1-3}$ alkyl group;

$R^3$ is hydroxy, $C_{1-8}$ alkoxy, $C_{3-8}$ cycloalkoxy, $C_{2-5}$ alkoxymethyloxy, aryloxy, or aryloxy wherein the aromatic ring is subsituted with $C_{1-3}$ alkyl; or

$R^2$ and $R^3$ form together with the carbon atom to which they are attached a carbonyl group.

2. The use of a compound according to claim 1 wherein the compound of formula I is enriched in one of its enantiomers of formula Ia or formula Ib



Ia or Ib

wherein $R^1$, $R^2$ and $R^3$ have the same meaning as given in claim 1.

3. The use as fragrance of a compound according to claim 1 selected from the group consisting of (1*R*, *cis*)-1-ethoxymethoxymethyl-3-isopropyl-1-methylcyclopentane, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-one, 1-[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-one, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pentan-1-one, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-ol, 1-[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-ol, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pentan-1-ol, 2-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-2-ol, 2-[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-2-ol, 2-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]butan-2-ol, 2-

[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]butan-2-ol, 2-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pent-3-en-2-ol, 3-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pentan-3-ol, and 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]butan-1-ol.

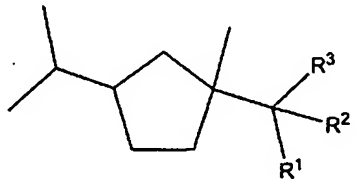
The use of a compound as defined in one of the preceding claims in fragrance applications.

A fragrance application comprising a compound as defined in any of the preceding claims 1 - 3, or a mixture thereof.

A fragrance application according to claim 5 wherein the fragrance application is a perfume, household product, laundry product, body care product or cosmetic product.

A method of manufacturing a fragrance application, comprising the step of incorporating a compound of formula I as defined in claim 1, 2 and 3.

A compound of formula I




I

wherein

$R^1$ is hydrogen; or

$R^1$ and $R^2$ are independently $C_{2-8}$ alkyl, $C_{2-8}$ alkenyl, $C_{3-8}$ cycloalkyl, $C_{3-8}$ cycloalkyl substituted with at least one $C_{1-3}$ alkyl, aryl, or aryl group substituted with at least one $C_{1-3}$ alkyl group;

$R^3$ is hydroxy, $C_{1-8}$ alkoxy, $C_{3-8}$ cycloalkoxy, $C_{2-5}$ alkoxymethyloxy, aryloxy, or aryloxy wherein the aromatic ring is subsituted with $C_{1-3}$ alkyl; or

$R^2$ and $R^3$ form together with the carbon atom to which they are attached a carbonyl group;

with the proviso that if $R^2$ and $R^3$ form together with the carbon atom to which they are attached a carbonyl group, then $R^1$ is not hydrogen or phenyl.